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What is claimed is:

1. A method of preventing substrate discoloring effects when impregnating porous inorganic substrates, by first applying to the target substrate surface a primer composition, drying and curing the primer system, wherein the primer is applied at a rate of from 25 to 200 g/m² and dried and cured at a temperature of from 5 to 60°C and at a relative atmospheric humidity of from 0% to 90%, the substrate surface acquiring hydrophobic and oleophobic properties such that a drop of water applied thereto evaporates before it penetrates into the substrate and a drop of n-decane likewise applied thereto and left to act for 30 seconds can be removed, without the drops leaving dark spots on the substrate surface, and then carrying out the impregnation.
2. A method as claimed in claim 1, wherein a primer is used which comprises at least one fluorofunctional component.
3. A method as claimed in claim 1 or 2, wherein a primer is used which comprises at least one fluoroalkylsilyl-functional component.
4. A method as claimed in any one of claims 1 to 3, wherein a primer is used which comprises at least one cocondensate of at least one fluoroalkyl-functional silane and at least one aminoalkyl-functional silane.
5. A method as claimed in any one of claims 1 to 4, wherein a primer is used which comprises at least one fluoroalkyl-modified acrylate polymer.
6. A method as claimed in any one of claims 1 to 5, wherein a primer is used which comprises at least one fluorofunctional acrylic copolymer.
7. A method as claimed in any one of claims 1 to 6, wherein concentrated active substance systems or those diluted with water and/or alcohol are used as primers.

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8. A method as claimed in any one of claims 1 to 7, wherein a primer is used which has a fluorofunctional active substance content of from 0.5% to 30% by weight.
- 5 9. A method as claimed in any one of claims 1 to 8, wherein the primer is applied by spraying, brushing, rolling or knife coating.
- 10 10. A method as claimed in any one of claims 1 to 9, wherein the primer system is dried and cured for at least 4 hours before the impregnation is applied.
- 10 11. A method as claimed in any one of claims 1 to 10, wherein the impregnating composition is applied by spraying, brushing, rolling or knife coating.
- 15 12. A method as claimed in any one of claims 1 to 11, wherein the spraying of the compositions employed here is carried out by the airless or HVLP process.
- 20 13. The use of fluoroalkyl-modified and/or fluorofunctional acrylate systems or fluoroalkyl-/aminoalkyl-/alkoxy- and/or hydroxy-functional siloxane systems or fluoroalkyl-functional silane and/or siloxane systems or mixtures of at least two of the aforementioned substances or solutions thereof in water, alcohol and/or solvents as primers for preventing substrate discoloring effects in the case of architectural preservation by impregnation as set forth in any one of claims 1 to 12.

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